



B.Y.O.B. Build Your Own (Firefox) Browser

*Super-charge your group's
presence through the browser*

Mozilla confidential

Q: How can you keep your brand and group affiliation front-and-center online?

Your website is great, but...people spend a lot of time exploring other places online, not thinking about your group.

**Q: How can you
communicate more
effectively with your
audience online?**

Most communication methods have their limitations; email gets buried in inboxes, websites and blogs aren't frequently visited and even more rarely bookmarked.

The Power of the Browser

A web browser is a user's window to the world of the web: 100% of people online use one, and it's in front of them 100% of the time.

What if you could use a
web browser to *better*
connect to your group and
improve affiliation?

What is B.Y.O.B.?

A simple, web-based tool that allows your organization to create a branded, customized version of a Firefox web browser, that you can share with your group.

B.Y.O.B. provides...

- Improved group communication
- Stickier group affiliation
- The ability to create your own browser without **any** development costs
- All the great benefits of using a Firefox browser powered by Mozilla

B.Y.O.B. Features

- Customizable - choose a custom skin with your group's branding, add custom bookmarks, and select up to 10 languages, and more!
- No extra costs - no development, maintenance, or hosting costs -- 100% free to create and distribute!
- World class browser - built on the same platform as Firefox, with best-in-class user experience, speed, and security

Other solutions don't measure up...

- Proprietary offerings
- Long development time
- Less secure than B.Y.O.B.
- Minimal number of languages available
- Expensive

B.Y.O.B. offers more

Feature	BYOB	Other Solutions
Custom branded skin	✓	✓
Most secure browser	✓	
Choose from thousands of extra Firefox add-ons	✓	
Free directory listing	✓	✓
Windows, Mac, and Linux Platforms	✓	
5 free custom bookmarks	✓	
Time to create a BYOB	minutes	days
Available in 2 or more languages	✓ (available in 10!)	
Total cost to you	\$0	up to thousands of \$'s

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How does it work?

1. Fill in some basic information to sign-up
2. Choose your languages and locale (10 available!)
3. Choose your platform (Windows, Mac or Linux!)
4. Select your browser “skin” (Personas)
5. Select your bookmarks and add-ons
6. Submit your browser for approval!

Screenshots/Visual examples here

The screenshot shows the Mozilla website's 'Customize Firefox' page. At the top, there is a navigation bar with the Mozilla logo, the text 'build your own browser', and links for 'register' and 'login'. A search bar labeled 'Search browsers' is also present. The main heading is 'Customize Firefox'. Below it, a welcome message states: 'Welcome to Build Your Own Browser (BYOB), the Mozilla web application that lets you create and distribute customized versions of Firefox.' A list of customizations includes: a browser skin/theme using a bundled Persona, pre-populated bookmarks and RSS feeds, links to a Collection of your recommended add-ons, and multiple locales for Windows, OSX, and Linux. A 'Get Started!' button is located below the list. To the right, a preview of a Firefox browser window is shown with the URL 'http://www.mozilla.com/en-US/firefox/performance/'. The browser window displays the 'Under the Hood' article, which states: 'Firefox 3.5 is the fastest and most advanced Firefox ever. Here's how we did it.' Below the browser preview, there is a 'Performance' section with a 'Faster JavaScript' sub-section. On the right side of the browser preview, there is a sidebar with a 'Products / Firefox' menu and a list of links: Features, Performance, Security, Customization, 100% Organic Software, Tips & Tricks, Videos, Release Notes, Other Systems & Languages, and Related Firefox. Below the main content, there is a section titled 'Recently created browsers' with three entries: 'Mozilla Firefox for Bruker BioSpin GmbH' (created by Thorsten Greeb, Feb 25 2010), 'Mozilla Firefox for College of Life Sciences' (created by Alexandre Cop, Feb 25 2010), and 'Mozilla Firefox for DI.MANDA' (created by Patrick Schröder, Feb 25 2010). Each entry has a 'Download' button. To the right of this section is a promotional banner for 'MAKE THE NEXT GREAT USER EXPERIENCE' featuring the Firefox mascot. At the bottom of the page, there is a 'Mozilla confidential' watermark and a 'Download' button.

mozilla build your own browser register · login Search browsers

Customize Firefox

Welcome to Build Your Own Browser (BYOB), the Mozilla web application that lets you create and distribute customized versions of Firefox.

Customizations you can make with BYOB include:

- a browser skin/theme using a bundled Persona
- pre-populated bookmarks and RSS feeds
- links to a Collection of your recommended add-ons
- multiple locales for Windows, OSX, and Linux

Get Started! »

mozilla Products Add-ons Support Community About

Under the Hood

Firefox 3.5 is the fastest and most advanced Firefox ever. Here's how we did it.

Performance

Faster JavaScript

The TraceMonkey JavaScript engine brings exciting performance improvements to Firefox 3.5. See how we did it.

Products / Firefox

- Features
- Performance
- Security
- Customization
- 100% Organic Software
- Tips & Tricks
- Videos
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Browse By Category

Performance

Recently created browsers

Mozilla Firefox for Bruker BioSpin GmbH
created by Thorsten Greeb Feb 25 2010
Build for MAGINST testing. [Download](#)

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Mozilla Firefox for College of Life Sciences

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minutes!

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